Rep Order# 9751385 Ver# 5 Status Revised Traffic Order# 1323834 **Printed:** 09/26/2012 8:52 AM EC'd Yes Last Received: 09/25/2012 10:22 PM **Showing Buylines:** All Rep Revised Lines WPMY-TV PITTSBURGH, PA) GREAT AMERICAN MEDIA Rep Firm Station Agency 3050 K ST NW, SUITE 100 Advertiser () POLITICAL ISSUE GROU Sales Office () WASHINGTON WASHINGTON, DC 20007 DCCC **Product** Salesperson () KATHRYN SARDINSKY Estimate# 1200 Agency C/P1/P2/E 11/14/1200 **Buyer** Maura Gilroy Flight Dates 10/09/2012 - 10/15/2012 Salesperson Phone# 202-955-5342 Phone# **Hiatus Weeks** Salesperson FAX# Fax# ***************** Contract Coversheet **************** V3 9/20 LNS 5& 6 OK - THANKS - KAT V5 9/25 SEE LNS 4 & 5 FOR CNX OT: \$1300 CNX: \$600

RT: \$700

PLS CF -THANKS -KAT

1 of 3

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Showing Buylines: All Rep Revised Lines

Station WPMY-TV PITTSBURGH, PA

Advertiser () POLITICAL ISSUE GROU

Product DCCC Estimate# 1200

Buyer Maura Gilroy

Phone# Fax# Agency () GREAT AMERICAN MEDIA

3050 K ST NW, SUITE 100 WASHINGTON, DC 20007

Agency C/P1/P2/E 11/14/1200

Flight Dates 10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

--- REMARKS ---

V5 9/25 SEE LNS 4 & 5 FOR CNX

OT: \$1300 CNX: \$600 RT: \$700

PLS CF -THANKS -KAT

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
*1	10/09-10/15	3P-330P Sales Rema	JUDGE ALEX ark: V5 - t Changed, Spots/week Changed	:30	\$75.00	TU-F,M	2	1	2	\$150.00
*3	10/15-10/15	8P-9P Sales Rema V5 Comment	LAW & ORDER: SVU ark: V5 CNX t Changed, Spots/week Changed	:30	\$300.00	М	0	0	0	\$0.00
*4	10/15-10/15	9P-10P Sales Rema V5 Comment	LAW & ORDER: SVU ark: V5 CNX t Changed, Spots/week Changed	:30	\$300.00	М	0	0	0	\$0.00
*5	10/10-10/10		NUMBERS emark: V2 PLS CHG PRG TO NUMBERS 1X 10/1 n Name Change, Comment Changed	:30 0 STP @ No	\$200.00 CIR.	W	1	1	1	\$200.00
*6	10/11-10/11		WHITE COLLAR emark: V2 PLS CHG PRG TO WHITE COLLAR 1X n Name Change, Comment Changed	:30 10/11 ST	\$200.00 P @ NCIR.	тн	1	1	1	\$200.00

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Showing Buylines: All Rep Revised Lines

) WASHINGTON

StationWPMY-TV PITTSBURGH, PAAgency() GREAT AMERICAN MEDIARep FirmAdvertiser() POLITICAL ISSUE GROU3050 K ST NW, SUITE 100Sales Office

) POLITICAL ISSUE GROU 3050 K ST NW, SUITE 100 Sales Office (
WASHINGTON, DC 20007 Salesperson (

ProductDCCCWASHINGTON, DC 20007Salesperson () KATHRYN SARDINSKYEstimate#1200Agency C/P1/P2/E 11/14/1200

BuyerMaura GilroyFlight Dates10/09/2012 - 10/15/2012Salesperson Phone#202-955-5342Phone#Hiatus WeeksSalesperson FAX#

Phone# Hiatus Weeks Salesperson FAX#
Fax#

Ln Dates Time Program Len Rate Day Spots/Week # of Total Total Cost Weeks Spots

---REPORT TOTALS---

Report Totals: 4 / \$550.00

---SALES MONTHLY TOTALS---

Oct 12: 6 / \$700.00 Sales Totals: 6 / \$700.00 Station Totals: 6 / \$700.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$70,000 CABL 0% KDKA 35% UNKN 0% WNPA 1% WPGH 10%

WPMY 1% WPXI 30% WTAE 23%

Books null
Demos RA35+